

WEST HAWAI'I FISHERY COUNCIL
<http://westhawaiiifisherycouncil.org>

MISSION STATEMENT OF THE COUNCIL WEST HAWAI'I
FISHERY COUNCIL

"To effectively manage fishery activities to ensure sustainability; enhance nearshore resources; develop and implement management plans for minimizing resource depletion and conflicts of use; per legislative mandate to the Department of Land and Natural Resources to provide for substantive involvement of the community in resource management decisions; and encourage scientific research and monitoring of the nearshore resources and environment from Upolu Point to Ka Lae."

Agenda for Thursday, August 17, 2017
West Hawai'i Civic Center
Liquor Control Room (2nd floor of Building B)
5:30pm - 7:30pm

Presiding Chair: Chad Wiggin

Notes taken by Alohi Nakachi on behalf of Malia Kipapa

Call to Order: 5:31pm

- Reading and Interpretation of WHFC Mission Statement by Healani
- Reiteration by the Chair of the meeting protocols from WHFC Policies and Operational
- Guidelines and posted at meeting.
 - All questions from Council members must be recognized by the Chair
 - All questions/statements will be limited to topic-oriented statements.
 - Note that a short time has been added after each agenda item to discuss each item.
 - Proxies: Each person asking someone to represent them by proxy will have to notify the administrator before the meeting as to who is going to represent them. There will be no call for proxies from the floor at the meeting.
- Attendance:
 - Council Members: Chad Wiggins, Dale Sarver, Alohi Nakachi (Proxy for Malia Kipapa), Healani Cahill
 - Visitor: Lisa Vollbrecht, Evelyn Wight, Atticus Wiggins
- Approval of Agenda
 - Change presentation from Chad Sea Level Rise to presentation by Evelyn Wight about communications/outreach. Dale moves to accept, Alohi

Seconds

- Approval of Minutes
 - o Dale moves to accept, Healani seconds

Presentation: Communications/Outreach Best Practices, Evelyn Wight

- I have a background of dealing with controversial activities with conservation stemming to marine issues
- ewight@tnc.org
- It is wonderful that DLNR wants to have scoping meetings and make new rules. But having meetings is a huge endeavor. I was a little alarmed when I saw those notes. Even though WHFC is an official group, it is a lot to ask of this group. I looked at this like a cautionary tool and wants us to look at whether and how to take that approach.
- DLNR request
 - o Wants the WHFC to partner with DLNR on a series of scoping meeting
 - o This is a huge endeavor
 - o WHFC is a model and it is up to this group to choose what role to take.
 - o Wants this group to think this through deeply and it she wants it to be effective
- Considerations:
 - o Context- what is the situation right now, political cycle, where are things happening, what other rules are passed or will be passed, how will these affect the process
 - o WHFC- what is our role, reputation, membership, capacity, and how to protect it
 - o Define what success looks at for us and how this may be different from DLNR
 - o Plan for it and except no matter how good of a job there will be reaction. Protest does not mean failure
- Strategic communications. (planning model and series of steps to look through)
 - o Define goal
 - o Understand context
 - o Identify specific audiences- decision makers and influences
 - o Clarify messages and stick to them
 - o Solicit messengers
 - o Select methods
 - o Implement/evaluate
- Strategic communications
 - o Getting the right message to the right people and the right time with the right message to achieve your goal
 - o So rarely done we do not take a lot of time thinking it through
- Define goals
 - o What audience are you trying to reach and what goal are you trying to

- achieve
 - Is our goal the same as DLNR or is it a supporting role. What are you trying to achieve and how are you going to get there
- Context- Ka'u
 - IN 2012/2013 DLNR wanted to create an environmental Assessment to build a fence someday when they had the funds for it to protect native birds and such
 - Recommended to them to write down every name of every key person that you want to touch and what you want from them and what you want to get out of it
 - Do you want input from them or just to educate them
 - Came up with a plan from that and determined face to face meetings and taking people on hikes in the forest
 - They did a year/18 month outreach program, had people show up to small meetings and field trips that were vehemently opposed. After going there, they got understanding and an agreement to not oppose. Still positive
 - After that, they decided to have a public meeting that I advised against, as they tend to be not effective if your goal is to share information and get input. At the meeting, the people they took into the forest were there and the people who actually talked were all those who did not show up to the field trips and were opposed to the idea
 - The meeting did not go well but it did not mean they failed but that the public event did not go well. Even if that meeting went well a reporter would look for both sides but it does not mean that it did not go well.
 - IT is easy to get discouraged but that does not mean it did not go well
 - The EA went through but they do not have the money to
- Context: Kaupulehu
 - After 17 years, they asked the DLNR to pass a 10 year rest period after which they want to implement a sustainable fishing plan
 - Had years and years of outreach, small groups and face to face meetings and field trips
 - After which they had public meetings, 90% of which were positive
 - After that there were those that had no part of it and just opposed it and did not learn about it and protested and got news coverage.
 - The public, everyone is not an audience, it is impossible to reach everyone. When you are looking at rulemaking at a specific area, who do you want to talk to because you cannot reach everybody. There is always going to be someone to protest who did not get involved no matter the outreach available
- Context- June meeting on Molokai
 - There were some heated discussion but there were no yelling and they had a passionate discussion about the rules
 - Not sure what was taken out of content why but as far as process it

seems to have went well

- Think about all these pieces and what you want out of it
- Identify Target Audiences
 - o What tends to happen in public situations is that there is always a group of loud people who are invested in the project and are loud-> actives. Actually a small group but are loud
 - o Then there are those that have heard about it and are interested but may not come to meetings but want to know the outcomes-> attentives
 - o Then there are those who may be affected but who do not necessarily care or even know what is going on-> passives
 - o are the loudest but may not necessarily be who we want to focus on
 - o Also want to identify decision makers and influencers that can help with your project. There may be someone who we haven't thought of yet that may have an influence on our project. Those that may be unexpected
- Clarify messages
 - o Important to be simple and clear
 - o Messages evolve and can change over time
- Solicit messengers
 - o Those that have credibility and that people can trust
- Methods
 - o There are lots of ways to do this. I think the best and most effective way is small informal meetings
 - o Other important tools: print materials, presentations, news media, social media, website, guerilla marketing- using marketing techniques to get a message out, paid advertising, t-shirts/giveaways, public meetings
 - o Even when you do everything right people will come in to disrupt your methods. There are lots of different ways to stop that. You do not want to confront them you just move onto the next thing
- Example- select methods that reach your audience
 - o Shooting sports Hawaii did a thing on pig hunting and wanted someone to talk about forests and a hunter. It was not an obvious place to get a message out about conservation or an audience you may typically consider.
- WHFC next steps
 - o Do you want to lead the meetings, do you want to be in the background
 - o Does it fit your goals
 - o Do we have the capacity and resources
 - o Time frame, what do we want to get done and what support do you need

Questions

DAR Policy and outreach needs

- Dale- my view is that there is no goal yet. The whole thing with the coral

bleaching was a focal point that a lot of people viewed that we have a reason to really get things done. It was getting a lot of attention and it was a threat and getting a lot of attention. It was an opportunity to make choices that people did not like too much before. It kind of morphed out of that. DLNR went out and surveyed scientists and did a lot of work and they all had input and DLNR went out and rated them. Then it kind of went a way from that and went into the administration of DLNR. Then it went into excuses to get rules that people wanted. Then it sort of got lost in the shuffle. When DAR got together now there are things like, lets change rules about lobster and 'opihi that had nothing to do with the original idea. I am not sure what our goal will be and that is something we want to discuss in the meetings. Where do we fit in all this? We have already started having meetings outside this area before this every came up. The whole bleaching thing came up in the middle of that and that was going to be the subject of what we went out but now that sort of got lost in the middle of everything.

- Healani- I agree with that. I do not know why it got away from the original focus because we had some pretty good discussions about the coral bleaching. But how it got off into all those other things, I am not really sure because those are already set in the rules what you can and cannot take. I am wondering how that came into disseminating that original.
- Dale- Bill Walsh was talking about that and the original idea and how in the meeting it sort of got forgotten
- Healani- I think going out in the community is a good thing because it lets people understand about the council and what we are doing because we have been around for a while. After the years went on I realized nothing really changed. Now coming back again, I see a lot of possibilities here but the only way that is going to grow is if people know what we can do and how we and they can be involved.
- Dale- I like the reason we first started doing these outstation meetings which is the reason you just said. I don't know if we can do all this statewide issues it will be a headache and we may not be alive long enough to see it happen. We are just there to help we do not have any power or make any rules. I think this is going to take so long and they do not know what they want yet so how can we go out and describe what it is if we do not know what they want.
- Lisa- I am not entirely sure what a scoping meeting is and what is being accomplished
- Dale- scoping meetings come from DLNR and DAR it is their process. Since we are doing these outstation meetings Bruce was hoping we could add to them. I know Bill is frustrated because they went through all this work and it is just getting dropped to go to the way they want. I can understand Bruce's not wanting a smorgasbord of rules and decisions. There is no simple answer.
- Healani- part of those meetings we actually did hear concerns that individuals did have besides just why we were there and saying what we can and can't do. It is an opportunity for individuals to stand up and to voice their concerns and

issues.

- Chad- it does sound like there is consensus in the group that it is a little tricky and that there is not agreement that we should focus on these statewide issues but we do support outstation meetings. If we get asked to help with these scoping meetings what role does WHFC want to take.
- Dale- I think we need a list of what they want
- Healani- we have to know what they want and then we have to have consensus before we go out to the community
- Chad- are we comfortable asking what they want and what they want from us
- Dale- we have asked them before and I do not think we can answer them unless we actually know what it is. I don't know how we can fit into it if it is a statewide issues unless it is just helping set it up. But other than that it is all DLNR issues
- Chad- if rules are all created externally I do not see how it would help having our name there
- Dale- it seems like it is very separate activities. We are trying to educate people what we are and what we do and it doesn't really fit what DLNR is trying to do until much later because we cannot talk for or about the other islands. We do not fit into that scale
- Lisa- would the regional rules be dissolved in the statewide legislations
- Alohi- I don't think it would or how that would be ok because as Bruce has said West Hawaii has more rules in place than other areas and it would be a step backwards for us
- Dale- I think it would be disastrous if we went backwards
- HEalani- as Bill said there are still more studies to be done because some corals are coming back but still it is not for certain yet
- Dale- we knew there was only a certain amount of time when that iron was hot but now it has sort of cooled down
- Chad- I think that was the hottest iron we were going to get because 50% has gone and the urgency is gone.

Next Outstation Meeting

- Chad- However Kahalu'u has sent a request for help and one thing the council can do is advise on fishing rules. Would there be interested in Honauanau to host
- Healani- yes
- Dale- I think Charlie was looking into that
- Healani- yes, we are both looking into that and I have to look at how to organize the first meeting because I do not want it to be too huge and people go off
- Dale- I think that was the plan was the next one was to go south
- Chad- would you mind checking on that for October
- Healani- Sure
- Dale- do you know any specific problems they would want addressed

- Healani- the water column quality, the tourism industry that is going off over there and the number of zodiacs around there and the number of people chasing dolphins. I haven't seen them for about 2 weeks not.
- Dale- they are not ignoring it now completely (dolphin harassment), one guy went to jail for 4 years
- Healani- DLNR has signage there now but it has no effect on people there. They will be doing what the sign says not too. I am trying to educate my kids to talk to the visitors to educate them and have a feeling for why they need to talk about this because it is going to impact them if we cannot get people to understand what people are doing. I do not blame them for it, because they are not educated. Nobody told the people in Honaunau this was going to happen, it just happened. The local people feel like there is no place for them anymore, they keep going farther south. There is so much bacteria in the water and kids are ending up in the hospital and the department of health is not doing anything to bring that to the public
- Dale- I think they can put signs up when they are a certain level
- Healani- we do not even have water here anymore. The water we do get is so polluted and that is scary to me. I had kids that came to a birthday party that ended up in the hospital because of the bacteria in the pier. That's a real health concern
- Chad- I think it will important to have someone from DOBOR at that meeting and DOCARE and DAR. And if we are working with DLNR have someone there to have a rapport
- Dale- I had a letter sent to Susan Case and it seemed to have a positive reaction. It did not say I can do this or that but it did have a positive support from her when we know we will benefit from certain representation there
- Healani- we have a lawai'a camp and we have people from DLNR and DOCARE show up and John Kahiapo shows up and he knows the rules forwards and backwards and will have materials from the kids. But some people from Kona do not have a good reputation because of the way they talk. We always get the people from Hilo because they seem more open to talking to us instead of arguing with us
- Chad- that is totally legit
- Healani- maybe that is one of the reasons we do not have that connection here and we should. John is always open to working with the kids and they gravitate to him.
- Chad- I think part of that is John but there are people in Maui I can think of that are really good
- Healani- you have to try anyways and hopefully they will come around and have a different attitude
- Chad- if we are able to have an outstation meeting in Honaunau we should try to get some people from different divisions to come there. If Dale you could send out that letter again and just change the dates
- Dale- it will be handy if we can keep our normal schedules

- Healani- that would be the 19th
- Chad- if we know between now and the next meeting we can plan it
- Healani- I will connect with the county and see
- Chad- and what about someone from NOAA that could come about marine mammals
- Healani- there is someone from Captain Cook from NOAA, she just came back last year. Jane Lefors 322 2484 ex. 84 jayne.lefors@noaa.gov
- Chad- I will call her and see if she can attend if we get a date set
- Dale- the rules were said that you cannot harass but there were nothing specific. Now they are saying you cannot leap frog, that is harassing so now they are getting a little more specific
- Healani- they need to expand that harassment thing a little more, because when you see people swimming within the pods, that is harassment. That's why they are not there because they are there because they want to rest and they will leave
- Dale- the fall out excuse is that I was out swimming and they came to me
- Chad- it is good for us to be aware before we go down there and to have a good response to have the people who enforce the rules to be down there. We can do the planning for that at the next meeting if not we can do Kahalu'u.

Budget

- Chad- I want some time to check on the budget
- Dale- we know what we want to do. We want to have food at the meeting. We bought the screen, we bought the projector.
- Healani- do we want a generator
- Chad- do they not have electricity at the rodeo grounds
- Healani- I think they have now because they have a full kitchen
- Dale- if not we can rent one
- Chad- I don't think there is anything we need that we haven't bought. We will buy food for the meeting and Honauanau and that will be our next expense
- Evelyn- I heard water quality brought up so maybe you want to invite the department of health
- Chad- we can tell them that the issue will be brought up and if they want to be there for it
- Dale- one of the big things about the water testing is the process they use for it includes everything. So people think they are measuring human waste when they are measuring it but it's not its just taking bacteria. There are specific tests to look at human waste and its there but they do not use it. It is bogus if you interpret it as human waste
- Healani- I cannot say anything about Kohanaiki, but before it came what it is now they had to close it before because there was a hepatitis outbreak. Because it is happening again someone has to monitor out there because where are all those developments going
- Chad- they are starting up a citizen science water quality testing at Puako so

- maybe I can invite the person that started that there
- Healani- that would be good
 - Chad- any other business? Thank you Evelyn who drove from the East side and everyone that drove over here.
 - Dale- we may coordinate more when we get more plans
 - Chad- Evelyn helped us with the structure of the Kaupulehu meetings for the public. The structure was that there were 5 different orientation meetings and directed it around the room that way and provided people with the opportunity to get more info. The last two meetings were disruptive but there was the opportunity to have written statements and the most of those were supportive despite most people there being disruptive
 - Healani- if the next meeting is on the 21 of September I am off island but I can get the information you want me to look into to Malia but I cannot be there.
 - Dale- do you have anyone to stand in for you
 - Healani- yeah I am going to have Kaimi come

Announcements:

- Next meeting September 21, 2017 from 5:30-7:30pm at the West Hawai'i Civic Center, in the liquor control conference room (2nd floor of building B).

Adjourn at 7:30pm

(Dale moves to adjourn, Alohi seconds)